

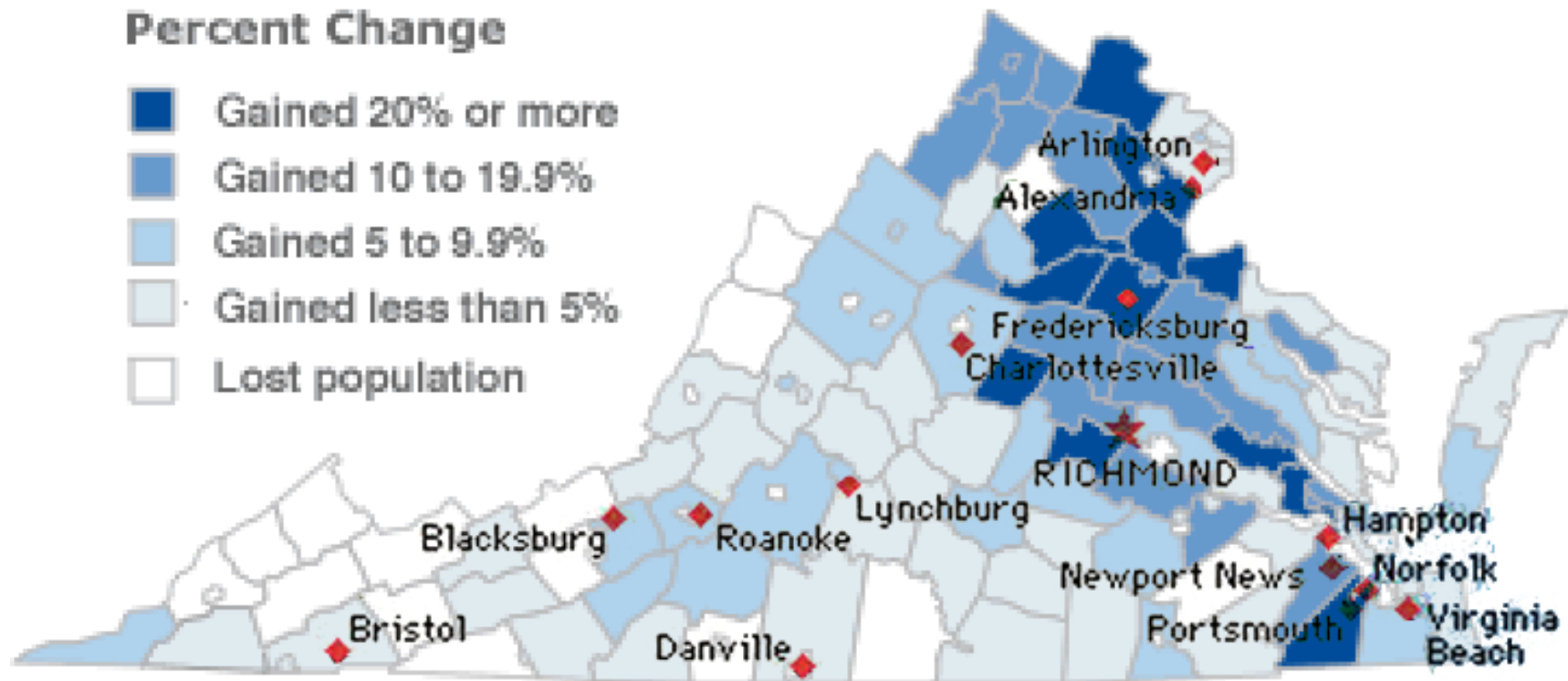
VA SEA GRANT PROGRAM 2010 NSGO REVIEW

Program Officer: Dorn Carlson

Population Change, 2000 to 2006

Percent Change

- Gained 20% or more
- Gained 10 to 19.9%
- Gained 5 to 9.9%
- Gained less than 5%
- Lost population



Program Management

VA SG

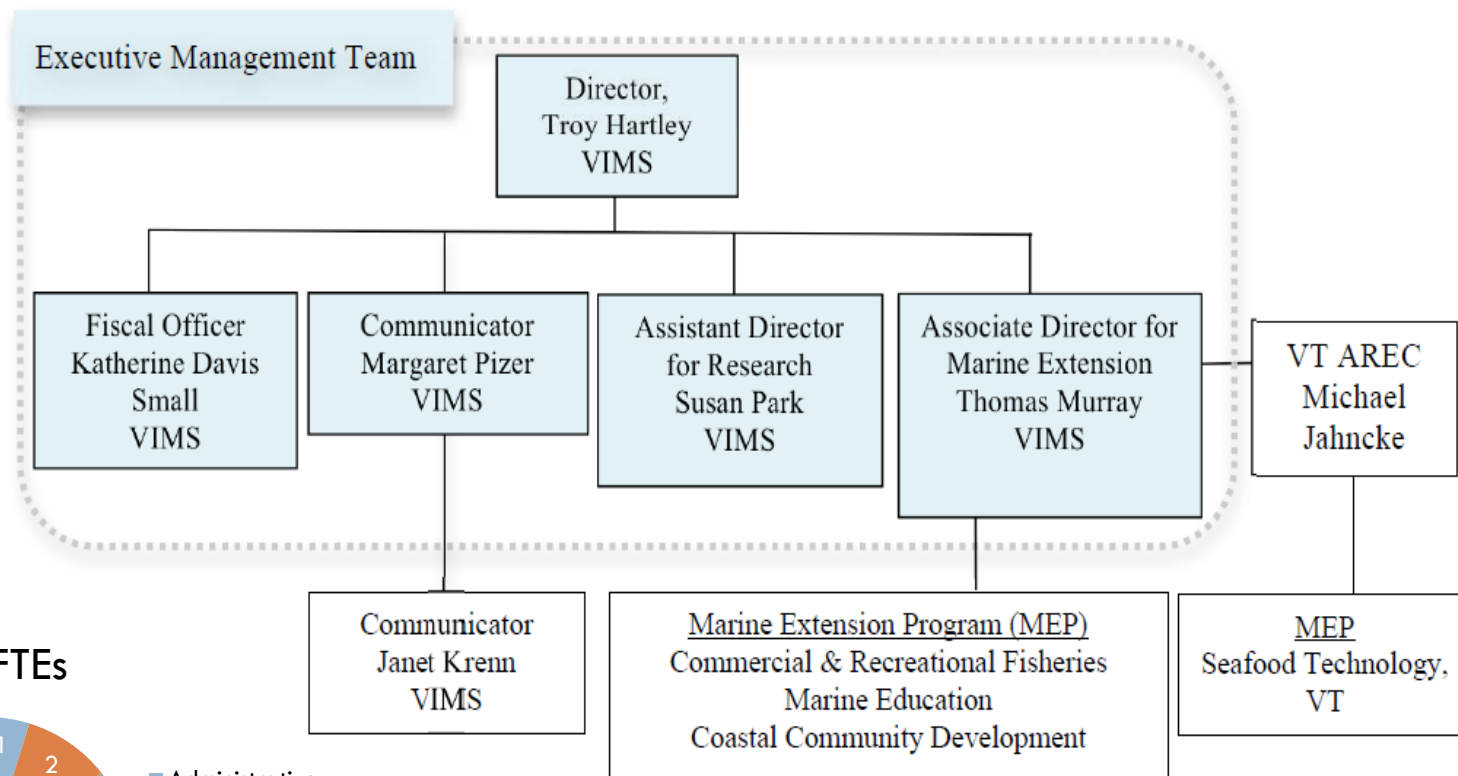
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Staff	Total	SG	Match	Leveraged
Director, Troy Hartley	1.0 FTE	0.5	0.29	0.21
Ass. Director, Susan Park	1.0 FTE	0.75	0.08	0.17
Extension Lead, Tom Murray	1.0 FTE	0.23	0.25	0.52
Education Lead, Vicki Clark	1.0 FTE	0.92	0.0	0.08
Communicator, Margaret Pizer	1.0 FTE	0.92	0.0	0.08
Fiscal Officer, Katherine Davis Small	0.1 FTE	0.1	0.0	--

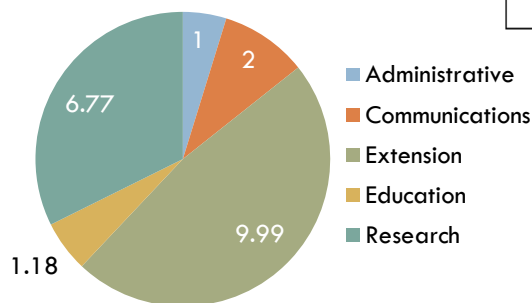
Program Organizational Chart

VA SG

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SG FTEs



Extension Program Organizational VA SG Chart

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Safe and Sustainable Seafood

VIMS

Robert Fisher, *Commercial Fisheries Specialist*

Jon Lucy, *Marine Recreation Specialist*

Christian Hager, *Fisheries Bycatch Specialist*

Michael Oesterling, *Commercial Fisheries/Aquaculture Specialist*

Virginia Tech AREC

Helen Crocker, *Food Quality and Safety Specialist*

Dr. Michael Jahncke, *Seafood Specialist - Food Science*

Dr. Daniel Kauffman, *Seafood Specialist – Business*

Robert Lane, *Seafood Specialist – Engineering*

Dr. Michael Schwarz, *Seafood Specialist - Aquaculture*

Abigail Villalba, *Food Safety Specialist – Food Science*

Virginia Tech Blacksburg

Dr. George Flick, Jr., *Seafood Technologists*

Linda Granata, *Technician*

Lori Marsh, *Research Associate*

Coastal & Ocean Literacy

Vicki Clark, *Marine Education Leader*

Lisa Lawrence, *Marine Education Specialist*

Carol Hopper Brill, *Marine Education Specialist*

Chris Petrone, *Marine Education Specialist*

Sustainable & Resilient Communities

Thomas Murray, *Marine Business Specialist*

Anne Smith, *Marina Outreach Specialist*

Program Management – Advisory Board VA SG

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□ Policy Oversight Board

Chaired by the VIMS Dean. Members currently being recruited from partner institutions

□ Research and Education Advisory Committee

Virginia Tech:

Michael Jahncke, Director, VA Cooperative Extension's Ag Res and Ext Center, Hampton
Saied Mostaghimi, Director, VA Agricultural Experiment Station, Blacksburg, VA

University of Virginia, Charlottesville, VA

David Smith, Associate Chair, Dept of Environmental Sciences
Kristina Hill, Director, Landscape Architecture Program

Old Dominion University, Norfolk, VA

Richard Zimmerman, Chair, Dept of Ocean, Earth and Atmospheric Sciences
Cynthia Jones, Director, Center for Quantitative Fisheries Ecology

VIMS

John Wells, Director and Dean, School of Marine Science
Roger Mann, Director, Research and Advisory Services

Program Management – Advisory Board – External Advisory Comm. VA SG

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□ **James C. Adams**

Capital Programs Director, VA Dept. of Game and Inland Fisheries

□ **Russel W. Baxter**

Deputy Director, Virginia Dept. of Conservation and Recreation

□ **T. Robins Buck**

Project Manager, VA Dept. of Agriculture and Consumer Services

□ **Kevin D. Goff**

Teacher (Marine and Env Science), Ches Bay Governor's School

□ **Lewis L. Lawrence**

Dir of Regional Planning, Middle Peninsula Planning District Comm

□ **Ryck Lydecker**

Asst. VP for Govt Affairs, Boat Owners Assoc of the U.S.

□ **Heather L. W. Mantz**

Director of Env Affairs, Virginia Port Authority

□ **Laura B. McKay**

Manager, Virginia Coastal Zone Management Program

□ **David Nobles**

President, Coastal Conservation of VA (Deltaville Chapter)

□ **Michael Peirson**

President and General Manager, Cherrystone Aqua-Farms

□ **Frances W. Porter**

Executive Director, Virginia Seafood Council

□ **Rick Robins**

Export Sales Manager, Chesapeake Bay Packing LLC

□ **Sarah E. Schoedinger**

Education Policy Analyst, NOAA (Office of Education)

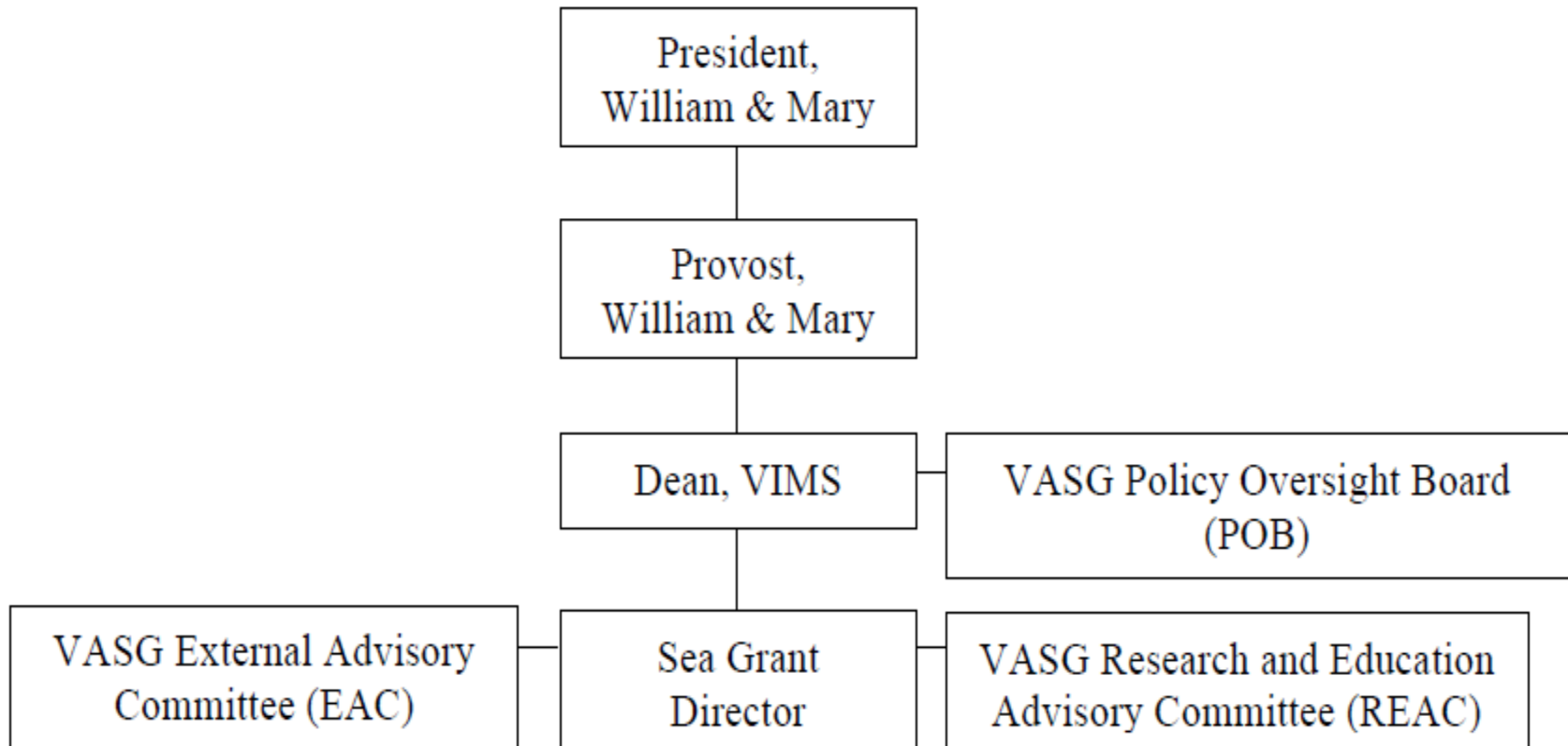
□ **Jack Tracelstead**

Chief, Virginia Marine Resources Commission (Fisheries Management Division)

Institutional Setting

VA SG

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State Sea Grant Program Plan – Estimated 4-yr Budget Allocation by focus area

VA SG

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National Focus Area	Focus Area from Program Strategic Plan	Estimated Level of Effort of Federal, Match and Leveraged (%)	Estimated Level of Effort of Federal and Match (\$)	Estimated Level of Effort of Leveraged (\$)
Safe & Sustainable Seafood Supply		62% (66%)	\$4,626,900	\$5,200,000
Sustainable Coastal Development		15% (15%)	\$1,134,900	\$1,200,000
Healthy Coastal Ecosystems		6% (13%)	\$960,300	\$5,000
Hazard Resiliency in Coastal Communities		4% (8%)	\$698,400	0
	Ocean & Coastal Literacy	13% (0%)	\$1,309,500	\$700,000
Total				

Performance Measure/ Outcome Highlights

VA SG

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- “Sustainable Fisheries and Aquaculture” objectives:
 - ▣ Advance the development of bycatch-reduction devices, conservation engineering, and sustainable fishing practices...
 - ▣ Help individuals enter and remain competitive in a sustainable aquaculture industry...
 - ▣ Promote improved energy efficiency...

VASG Outcomes	VASG Measurable Objectives	VASG Performance Measures	VASG Targets
CONTINUE. Safe and Sustainable Seafood Supply			
Seafood availability and profitability increases.	By 2012, VASG will increase businesses supplying emerging seafood product markets in local farmer markets, community-supported fisheries, or other buy-local or high-value product strategies.	1. Number of businesses supplying emerging markets.	Three (3) businesses.
		2. Number of watermen participating in direct marketing programs.	Five (5) watermen.

Major Partners

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- NOAA – OCS, NCBO, MPA
- USACE, USFWS, FDA, USCG, USDA
- VIRGINIA
 - Saltwater Fishing License Program, Marine Resources Commission, Junior Academy of Science, Game Fish Tagging Program, Farm Bureau, Virginia Estuarine & Coastal Observing System (VECOS), Department of Shellfish Sanitation, Department of Education, Governor's School, Department of Conservation & Recreation, Department of Agriculture & Consumer Services, Virginia Coastal Program, Virginia Aquaculture Network (VAN), Virginia Academy of Science (VAS)
- NGOs eg, Virginia Seafood Council, National Marine Educators Association
- UNIVERSITIES in VA, Woods Hole, Rutgers,
- INDUSTRY, esp seafood industry

2008/2009 Network Activities ^{VA SG}

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- Chair, SG Education Network (Vicki Clark)
- SSSS Focus Team (Vicki Clark,)
- Tom -SCD, Bill DuPaul -SSSS
- National Marine Educators Association (Vicki Clark)

- Catch Shares Fisheries Initiative (Tom Murray, Ken LaValley)
- Working Waterfronts (Tom Murray)
- Gov's Aquaculture Advisory Committee (Tom M)
- VA Coastal Policy Team (Ad Bd for VA CZ) (TH)
- Ches Ecosystem-based Fisheries Mgt pilot (EPA/NCBO/MSG) (TH)
- Pres., Socioeconomic Section of AFS (Troy Hartley)
- MARCO, MSP (TH)

2010 RFP Process

VA SG

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- No RFP for 2010-start projects, as part of effort to synchronize RFP with rest of network
- Open RFP (due Mar 10) for one-year projects
- Topic areas: fisheries/aquaculture, coastal/ocean management, and EB approaches to same
- Tactical approaches: encourage collaboration, tailor awards to specific purposes
 - 1-2 'large' awards
 - 4-8 'seed' awards
 - 4-6 'fellow' awards

2008/2009 Program Metrics — Awards and Honors

VA SG

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- Bill DuPaul—William Q. Wick Award for Visionary Career Leadership, Sea Grant Extension Program Leaders.
- Lee Larkin, Advisory Services Employee of the Year, Virginia Institute of Marine Science

2008/2009 Highlights of Metrics^{VA SG}

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- Number of Attendees in SG Meetings/Workshops: 304789 (!)
- Peer reviewed journal articles/book chapters: 61 (exceeded only by CA and NC)

2008/2009 Program Impacts

VA SG

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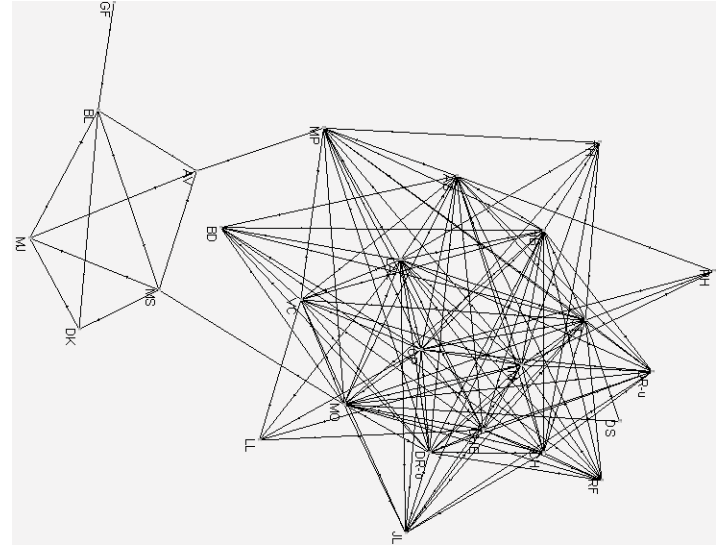
- Better approach to summer flounder quotas. Study indicated that revenue to fishermen could have been increased an average of more than \$3 million a year with improved seasonal allocation. Virginia Marine Resource Commission interested in using the study as an aid in talking with fishermen about how to allocate the quota and then for assisting them with final quota allocations.
- New line of top-performing oysters. The results have been applied directly to the oyster aquaculture industry in the state of Virginia and the Bevans company is growing oysters based on our recommendations.
- New mortality estimators. Research has provided new mortality estimators which are now being used by scientists at the National Marine Fisheries Service Miami and elsewhere for the assessment of monkfish, five species of skates, and sea scallops
- Water Access workshop contributes (HR3223) to CZM Act. The Water Access initiative culminated in federal legislation. A bill entitled “Working Waterfronts Preservation Act” (HR3223) was introduced to amend the CZMA to focus on retention of critical working waterfront throughout the U.S.
- Improved mesh size regulations for striped bass fishery. Bycatch information collected on the striped bass gill net fishery played a crucial role when state created new mesh sizes regulations. Previous regulations resulted in excess discard mortality of sub-marketable fishes.

Best Management Practices

VA SG

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- Apply formal communication network analysis to VA Sea Grant Program and staff activities
- Formal, open tactical planning
- Fellows RFP



VASG Weekly: 26N; 32% density;
2.1 weighted average path length.

VASG + Partners: 210N; 3% density; 1.9
weighted average path length

Academic; Fed'l, state and local gov't; NGOs;
private sector. 8x greater reach.

**Well within the horizon of
observability—we know each others
content.**